

Page 3

Layoffs benefit China firms

Domestic IT firms are benefitting from the more than 1,000 talented workers Motorola let go last month.

Teens Post
See inside

A generation on the road

Since last December, *On The Road* has been helping a new generation of Chinese youth to experience the thrill of travel.

The magazine's editorial team, four college students from different universities, believe the loneliness of the open road may be what young Chinese people need to grow and discover themselves.

Read more on Page 4

ON THE ROAD
独立杂志在路上

在路上——骑行新疆



Page 6

The story of a farmer

Li Ruijun's new film makes waves at the Venice International Film Festival.

Think tank meets to face urban challenge

By Liu Xiaochen

Urban China Initiative (UCI), a united think tank, met to discuss China's new era of urbanization at the Wenjin Hotel in Haidian District on September 7.

The agency, founded by McKinsey & Company, Columbia Global Center, East Asia and the School of Public Policy and Management at Tsinghua University, brings together talents from the public and private sectors to discuss urban development projects and provide a professional platform for urban developers.

The recent forum tackled issues such as planning the future of China's urbanization, innovations in financing urban development, floating populations and sustainable development.

Jonathan Woetzel, senior director of McKinsey & Company in China and the joint chairman of UCI, presented a recent report by the McKinsey Global Institute titled "Urban World: Cities and the Rise of the Consuming Class."

The report said that the transfer of the global economy's core to emerging cities is being led by China.

By 2025, an estimated 60 percent of the world's top billion consumers will be concentrated in 440 cities, 242 of which will be on the Chinese mainland. Eight Chinese cities were projected to be among the Top 20 high-income consumers.

Woetzel cited dining out as one example of how Chinese families are spending heavily on products and services. While many countries contribute to world-

wide urban consumption, Chinese consumers spend the most on specialty items, he said.

"Urban development can alleviate the pressure of inflation because densely populated areas can make more effective use of resources than the sparsely populated areas," Woetzel said. "However, if the city's pattern of investment does not meet the needs of the population, it may fall into the trap of low efficiency and high cost."

"It is essential that countries, cities and enterprises begin dealing with continued growth in urban demand."

Zhang Gengtian, UCI's director of research, introduced an urbanization index system that has been developed by UCI and the National Development and Reform Commission since February.

The new index rates development for its impact on people, its impact on the environment, its use of space and its ability to balance urban and rural needs.

"Currently we should be able to positively influence urbanization by paying more attention to sustainable development. In the past, there was no way to gauge urbanization efforts. We only focused on the amount of expansion rather than the quality," Zhang said.

UCI researcher Li Xiaopeng and UCI 2012 studies winner Liu Zhilin suggested the government create more affordable housing and help migrants obtain city residency to settle the floating population.



Yang Weimin, deputy director of the Financial and Economic Leading Group Office of the CPC Central Committee



Jonathan Woetzel, senior director of McKinsey China

Photos provided by UCI

Art industry expo opens in Tongzhou

By Li Zhixin

Artists, art lovers and investors will meet in Tongzhou District this month for the first China Art Industry Expo.

The seven-day event, which begins September 26, will include exhibitions, summits and cultural events including exhibitions in

Songzhuang, the country's largest art community.

The 40,000-square-meter exhibition includes seven pavilions and will exhibit the works of more than 200 of the studios and galleries in Songzhuang.

Exhibition topics include the art industry, contemporary art, costume design,

crafts, block sculptures, life and collections from the China Academy of Art and more than 30 embassies, the Beijing Municipal Bureau of Culture said.

More than 900 artists from home and abroad will participate in the expo. The bureau estimated there will be as many as 5,000 exhib-

its in total.

Representatives of top art trading centers and galleries, as well as collectors, critics and artists, will attend the China Art Investment Summit to analyze the discipline of art investment, explore the relationship between art investment and the finan-

cial market and forecast policy trends in China's art investment market.

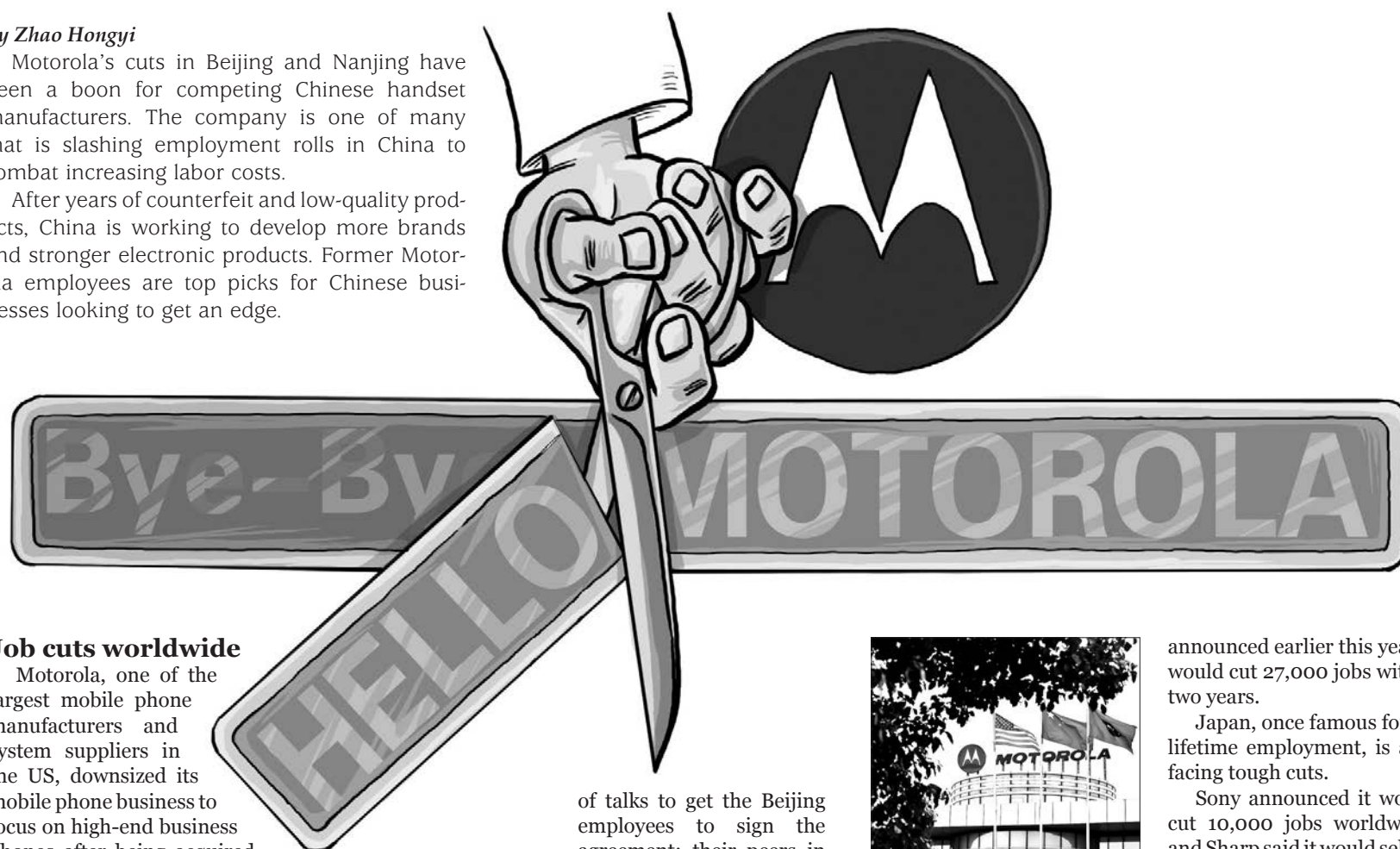
The expo is sponsored by the Ministry of Culture and the Beijing municipal government. It is intended to establish an international communication and trade platform in Beijing for artists and art lovers.

Domestic firms snap up sacked workers

By Zhao Hongyi

Motorola's cuts in Beijing and Nanjing have been a boon for competing Chinese handset manufacturers. The company is one of many that is slashing employment rolls in China to combat increasing labor costs.

After years of counterfeit and low-quality products, China is working to develop more brands and stronger electronic products. Former Motorola employees are top picks for Chinese businesses looking to get an edge.



Job cuts worldwide

Motorola, one of the largest mobile phone manufacturers and system suppliers in the US, downsized its mobile phone business to focus on high-end business phones after being acquired by Google.

Motorola announced it was laying off another 4,000 employees on August 13 – nearly 20 percent of its staff. The layoffs included 600 to 700 employees in Beijing and 500 in Nanjing.

Most of the employees were involved in hardware design, IT operation and maintenance, production supply systems and cloud development.

Zhang Ying, a Ph.D holder, went to work for Motorola Beijing after graduating from college eight years ago.

"It's not the culture of Motorola," she told local media, attributing the cuts to the merger with Google.

Motorola's compensation payout to employees will be equal to their years with the company plus two times their monthly pay. There will be a job fair for the employees who were laid off and a departing party.

Bouncing back

The employees said the cuts were a poor way to boost the company's bottom line.

But China is having a hard time continuing its old Communist-era practice of never cutting employees – especially young and energetic

"When we look back in the future, we'll see the layoffs a turning point in the development of domestic companies,"

– Ding Xiuhong, CEO, Morncloud IT Co.

graduates, who are usually the first to go.

Cuts have been commonplace since the 1990s, when dozens of state-owned enterprises laid off tens of millions of workers after the first round of economic reforms.

Since the early 1980s, foreign companies have been regarded as the "golden rice bowl" – a source of high salary, welfare and respect.

But foreign companies are being increasingly choosy, and only the top university graduates can land a job in a multinational.

Many former Motorola employees in Beijing and Nanjing demonstrated in the streets and refused to sign the settlement package with the company. It took a week

of talks to get the Beijing employees to sign the agreement: their peers in Nanjing are still protesting.

Demand in China

But these skilled workers have places waiting for them at many Chinese IT and telecommunication companies.

At the demonstrations in Beijing and Nanjing, several companies such as Netease, Lenovo, Xiaomi, Coolpad and Qihoo360 set up improvised recruitment booths.

Lei Jun, CEO of Xiaomi, said his company would accept all the employees laid off by Motorola China.

"We have 70-80 employees from Motorola already," Lei said on his microblog. Lenovo promised to provide more than 100 jobs to employees discharged by Motorola.

Many native Chinese companies offered equal or even more attractive employment conditions to attract the former Motorola employees.

"We'll offer the same positions, same salaries and of solve the problems like housing, spouses' jobs and their children's education," said Ding Xiuhong, CEO of Morncloud Information and Technology, mobile phone



The R&D Center for Motorola Mobility in Nanjing, Jiangsu Province, will close by the end of the year.

IC Photo

designer in Beijing.

Netease, a Chinese portal founded in the early 2000s, also said it would recruit former Motorola employees.

Boon for the industry

Motorola is only one of the many companies slashing workers.

The steady decline of the world economy and China's rising labor costs are driving many multinationals to slash jobs in China.

Nokia-Siemens said it will cut 17,000 jobs worldwide by the end of next year to reduce its spending by €1 billion (8.18 billion yuan). In July, it announced it would close two regional sales headquarters in China by the end of 2012.

Hewlett-Packard, the largest laptop producer,

announced earlier this year it would cut 27,000 jobs within two years.

Japan, once famous for its lifetime employment, is also facing tough cuts.

Sony announced it would cut 10,000 jobs worldwide, and Sharp said it would sell its factories in Mexico and Nanjing: 3,000 employees would lose their jobs.

The job cuttings by multinationals may be an opportunity for Chinese companies seeking experienced workers who can help them develop their products.

"Most of the laid-off employees are senior researchers and developers in the IT and mobile phone industries," said Lao Xin, secretary of China MobilePhone Association. "They will play important roles in domestic companies."

"Domestic Internet and mobile phone companies are developing rapidly," Ding said. "We are expecting to pick up some skilled software developers."

"We hired one former senior engineer at Motorola China who has been focusing on the antenna design and development for the past nine years," she said.

"Chinese companies are more reliable," Zhang Ying, the engineer, said.

"I think that when we look back on this next year, we'll see the multinationals' layoffs marked a turning point in the development of domestic companies," Ding said.

On the road

College students get in touch with their inner Kerouac

By Liu Xiaochen

In December 2011, a magazine called *On The Road* published its first issue, giving Chinese readers a glimpse into life on the road, as written by experienced travelers.

The core team consisted of four college students – Kang Yang, Wei Di, Qiu Nuo and Fu Honghe – who hailed from different universities around the country.

They gathered a team of writers from a wide range of fields, including rock music, design, photography, IT – and the unemployed who wanted to take time off for travel.

The publication grew slowly by word of mouth.

Wei, who is in charge of publishing and promotion, said the group's third issue is expected to circulate to 3,000 people, triple the amount of the first and second issues.

"*On the Road* features unconventional stories of travel, and discusses life and adventure," said Kang, the editor-in-chief. "People find their own answers through this process."

For example, a recent issue featured an interview with Chinese rock band Buyi, whose young members said theirs was a broken generation that didn't know where they were going or what they wanted.

"We are simple and crude, and attach importance to the process," Kang said. "In fact, confusion is common, and it's good to recognize that. Living happily in their own world is enough."

Kang made his first foray into publishing with an independent newspaper in high school, but school officials confiscated the first issue and told him to stop.

While in college, Kang, heartbroken due to a failed relationship, decided one day to take a train to Guangzhou. He just wanted to escape, but he found that the road was a form of healing. At the end of the journey, he decided to create a magazine.

Kang and Wei started out by investing their own money and getting funding from family and friends.

The initial issue was published after two months of work. It generated some revenue, which inspired them to start raising funds through other channels and sell ads.

"I'm very happy doing this with my like-minded friends," Kang said. "We are not rebelling, but asking questions and looking within ourselves for answers."

"I don't think we are the broken generation," said Fu, the creative director. "Instead, I think our generation is emerging. Perhaps due to the impact that foreign culture has had on us, we're not defined by the older generation."

Fu joined the team after the first issue. He had always wanted to do an online magazine, and he also liked to travel.

Fu often pulls all-nighters to do design work. After he graduates this year, he intends to start a company while continuing to work for *On the Road*.

"Most of my clients are born in the '60s and '70s," he said. "There is a generation gap. My designs are often changed in a way that I don't like. If there were no monetary concerns, I'd be on the road tomorrow. I don't have the courage to do that now, but after graduation, I'll travel



Members of *On the Road* magazine

Photos provided by *On the Road* magazine

more with my passport."

He said the magazine was a way to let those who are like him – who want to travel but can't – experience the road.

"Many of our peers like to imagine," he said. "They are all worried about the future, planning for the future, and don't take action. I'm not currently able to realize my dreams to travel, but maybe I can help others realize theirs even by financial support."

"My ideal is to do what I

like. Many young people don't know what they like and what they want, and don't want to spend time and energy to pursue anything."

Qiu is the magazine's art editor. Working on a magazine was always her childhood goal.

She started hiking two years ago. With the money she's earned from part-time jobs, she's been to every province in China except Heilongjiang, Fujian, Guangxi, Guizhou and Taiwan.

"There is no stress and competition on the road," she said. "It's just a simple process. At home, we are pampered. This is a chance to test our living ability."

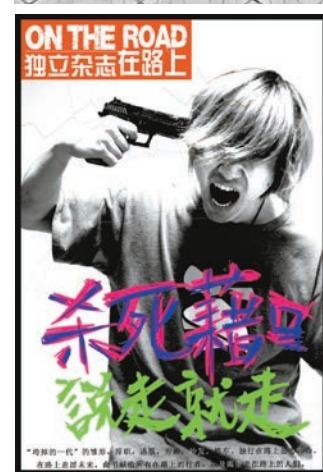
Qiu travels mostly by herself.

"People need to learn to stay alone," she said. "So I just want to test myself. This is very helpful for my growth."

She recently returned from Xinjiang after a 70-day trip that included Nepal and the provinces of Yunnan, Sichuan and Gansu.

"Nothing can replace the feeling of being on the road," she said. "Seeing is believing."

"Many people say traveling alone is very dangerous, but I've never encountered bad guys. I hope I can be on the



road every year."

Kang said traveling can be another form of learning.

"The road is educational," he said. "How to select routes, how to budget, how to work with others – these are all life skills that can be picked up."

He said he hopes readers develop their own independent attitude and not live in the shadow of other people's ideas, and on that, Qiu agrees.

"The meaning of freedom is to act according to your own ideas," she said.

Kang has ambitious goals for his publication.

"I hope our magazine can change the future of China," he said. "Let the idea of having fun change young people and make them believe in happiness, even if it isn't utilitarian."



Inspiration from secondhand market

By Annie Wei

"I've never met an indie designer who doesn't like a secondhand market," said Bai Minghui, founder of Oneday.cc.

But it's not just designers who find inspiration from used items. More regular consumers are finding buried treasures at secondhand markets, and are tempted by the possibility of buying unique and vintage items at low prices.

This week, Bai took *Beijing Today* on a trip to a secondhand market outside Fifth Ring Road near Communication University of China (CUC) and shared his tips for finding great products.

"You might not find what you really need when you are in a nice department store, let alone a secondhand market piled with crap," Bai said.

This first trick is to visit a market as often as possible, to get an idea of what the market is like and what it offers.

Bai likes the market around CUC because it's close to where he lives and spacious, with two lines of vendors.

"Unlike Gaobeidian, with its fake antiques, this market has a lot of items from the 1950s and 1960s," Bai said.

One can find long tables, chairs and drawers, particularly traditional Chinese medicine cabinets.

One thing you have to bear in mind: none of them look as delicate as those from downtown furniture stores.

Bai laid eyes on a long table with cabinets underneath, which were going for 1,500 yuan. "The length seems right in many living rooms," he said. "You can use it as a TV table, or simply put vases and small items on top with storage space underneath."

He found some small boats that people use to place things like baby fish or vegetables, starting at 200 yuan. We spotted the same one in a downtown store starting at 1,200 yuan.

"See those wood baskets?" Bai said. "Get them clean and it'll be great for holding flowers."

That's the beauty of secondhand markets: even odd items can be used for creative purposes. It all depends on what you see.

Gudian Jiaju Youyijie

Where: Shuangqiao Dong Lu, Chaoyang District

Open: 9 am - 5 pm



Business card holder made of discarded discs, 59 yuan



Handmade matches, 39 yuan



Jewelry box made from a book, 98 yuan



Vase made of vinyl, 236 yuan



Plant holder made of vinyl, 186 yuan



Mac air case, 402 yuan



Fragrance incense holder made of used wood yarn spin, price to be determined
Photos provided by Bai Minghui

“I think I am still young, I want to do something that interests me.”
— Li Ruijun

Fly with the Crane



Old Ma (left) wants a burial rather than cremation after death. His granddaughter (right) helps him realize his wish by burying him alive.

By Niu Chen

Fly with the Crane, a Chinese indie film directed by Li Ruijun, premiered in the Horizon unit at the 69th Venice International Film Festival that was held from August 29 to September 8.

The story follows Old Ma, a 73-year-old carpenter who made and painted coffins. The film opens with him drawing white cranes on a red coffin, believing that white cranes carry the dead to heaven.

People no longer buy coffins, since the government requires cremation. But Old Cao, Ma's long-time friend and fellow carpenter, wants a burial after death, so Ma helps him make a coffin.

Ma visits Cao's daughter's home during Mid-Autumn Festival and finds a pair of graves near her place, and insists that he should be buried there after death.

One day back at the village, Ma waits for Cao the entire morning but he doesn't show up. From other villagers he learns about Cao's death. His coffin is secretly buried in a cornfield facing a lake.

Unfortunately, the police dig out his coffin and carry it off to a crematory.

Later, Ma thinks he spots white cranes near the lake, making him the laughingstock of the village. His children don't believe him either. Since, Ma goes to the lake every day, waiting to see the cranes. His grandson asks why he waits for them.

"I worked so hard to bring up your father, aunt and uncle, but they want me to be a puff of smoke [after cremation]," he says. "I want the cranes to carry me to the heaven."

At the end of the film, Ma's grandson and granddaughter help him realize his wish as they bury him — alive.

Alberto Barbera, director of the Venice International Film Festival, was impressed by the film's distinctive narrative style and its soundtrack. Li said he tried to bring out the story in a simple and clean way.

Li hired only one professional actor in the film. Other roles are played by his relatives living in rural areas. Li explained at a news conference that this was to limit production costs, but also because he wasn't sure professional actors could depict the

simplicity of northwestern farmers.

Those relatives were also cast in Li's last film, *The Old Donkey*. Li said it's more efficient to work with relatives. "You can directly ask them to do what you want," Li said.

Fly with the Crane was adapted from a short story by famous Chinese writer Su Tong. Su's best-known work abroad is the novel *Wives and Concubines*, which was made into *Raise the Red Lantern* by Director Zhang Yimou. The film won numerous awards worldwide, including the Silver Lion at the Venice festival in 1991.



The story is just over 5,000 words, which is short for a feature length film. Director Li added many other details. "Fiction leaves a lot of room for imagination," he said. "But for a film, there has to be a full story, or viewers will feel confused or puzzled."

Li said that about two-thirds of the movie is his creation, and the other third is generally consistent with the original story.

Li got the right to adapt Su's short story for free. Su said that their first meeting went really well. They talked and exchanged ideas.

"I could tell that he had a deep understanding of my work. I gave him the rights without worries," Su said. "And I know it's very hard for a young director to do a film."

Money has been a persistent problem for young directors like Li.

Li said that he self-funded his other films. Occasionally he thought of trying to get money from a film festival, but he didn't think too much about it.

In 2007, Li was offered €30,000 (245,000 yuan) by Rotterdam Film Festival because his *Summer Solstice* had won several awards. He used the money to start his second film *The Old Donkey*. After using that up, Li and his wife continued the film by doing part-time jobs.

"I've done all kinds of work, like shooting wedding videos," he said. "I got 150 yuan to 200 yuan per day and sometimes the groom gave me a red envelop, if I was lucky."

"They are all small-budget films, and it doesn't matter [if I cannot recover the cost] since it's my own money," he said. "I make films not for fame or wealth. If that was my intent, I would make commercial films."

Li said someone once approached him with 10 million yuan to shoot a commercial film.

"I think I am still young, I want to do something that interests me," he said. "Maybe a day will come when I need to raise children, raise a family, or life becomes difficult. Then I'd compromise. But now I don't have to."

Li said he felt pressured this time because he had to think about the investor who put 1.2 million yuan for *Fly with the Crane*.

"Fewer and fewer companies would like to invest in such films," he said. "If I do better, investors will support more directors."

Born in Gansu Province in 1983, Li began filmmaking in 2006. After the Venice festival, *Fly with the Crane* will be screened at the International Film Festival Rotterdam, the Vancouver International Film Festival and other international festivals.

The screenplay of his new film project has won several international awards and has gained some funding. He plans to start shooting next year.



“2012 亚洲新青年成长计划” ——中国电影新势力·微电影新闻发布会成功举办

2012年9月4日(星期二),“2012 亚洲新青年成长计划”中国电影新势力·微电影启动新闻发布会于北京正式召开。“亚洲新青年成长计划”由倡导亚洲新时尚的Cici《姐妹科学》和引领中国主流青年积极健康生活方式的《AIRTIME青年周末》共同发起。作为持续性的公益社会活动,始终致力于为有志的亚洲青年提供一个可以实现梦想的舞台,让青年人能够实现自己的理想和抱负!

2012“亚洲新青年成长计划”携手战略联盟伙伴——中国电影股份有限公司中影演艺经纪有限公司,共同关注影视领域青年人才。为影视领域新人提供施展才华的平台,通过微电影计划为中国电影事业的发展,发掘培养杰出新锐导演、编剧及影视新人。IWC万国表作为该项目的特别赞助方,投资制作由影视领域新人拍摄其品牌微电影。该片也同样获得了华语著名创作流行歌手,实力派唱将陶喆的加盟,并进行跨界合作为该片担当总导演。中影演艺经纪有限公司旗下新锐编剧、影视新人也将通过该片展现中国电影的新生力量。该片预计将于2012年11月完成拍摄制作,届时,广大受众将有机会欣赏这部由陶喆担任总导演,影视领域新人为您呈现的别具匠心的微电影佳作。

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Zespri 佳沛新西兰奇异果



GODIVA 巧克力

New wine bars at Sanlitun

By Annie Wei

A lot of stores that emphasize wine opened this summer in Sanlitun.

The Loop – pushing wine and food edges

The Loop opened at Shaungjing last year, but owner Lu Weiley decided to move to Sanlitun because of the more energetic wine vibes.

Lu grew up in a family immersed in the beverage and food industry. He runs his place with the idea of “having a cutting-edge wine list,” he said.

Lu graduated from Le Cordon Bleu in Paris, and is now taking a course for his WSET Diploma, which would certify him as a wine expert.

His champagne is made of Pinot Meunier, which is more rare than chardonnay and Pinot Noir. You can try Egly-ouriet les vignes de Vrigny NV, Champagne, France (1,280 yuan).

If you want to order something interesting by the glass, you can find grape varieties such as Blaufrankish, Heinrich 2009 from Austria (90 yuan per glass and 380 yuan per bottle). Blaudrankish is a native Austrian grape that is seldom found in other places in Beijing.

The place also has four selections of sherry (starting from 480 yuan), such as Olorosso, sweet Olorosso, Nectar PX and pale cream – also not common in other restaurants.

For premium options, you can always ask Lu about his own cellar, which includes a 1986 Chateau Palmer and 1975 baron de Pichon-Loncueville.

The wine list is updated frequently.

Lu changes his food menu every month as well to reflect changes in seasonal ingredients. In September, diners can find okra and fig used in the tapas (starting at 45 yuan).

For appetizers, you'll find crab meat avocado and cherry tomato salad (75 yuan) and asparagus soup with tapioca cucumber flowers (45 yuan).

The most popular main dish is the pork shoulder steak and dark chocolate Jus with mashed sweet potato (125 yuan).

“It's crispy and meaty with an interesting dark chocolate sauce,” said Lu, who designed the monthly menu based on his French cooking experience, with a fusion touch.

On the last Sunday of every month, The Loop invites a guest chef to prepare a set menu from his home country, paired with a special wine.

Anyone interested can follow its Sina Weibo @theloop to get updated wine and food events.

The Loop

Where: 1F, 36-1, Sanlitun Nan (west of Heaven Supermarket), Chaoyang District

Open: 6 pm – late

Tel: 8772 5713



Brie cheese and fig tapas, 45 yuan



Steak cubes, onions simmered in red wine, 65 yuan

Photos provided by Lu Weiley



At The Loop

Everwines – wine retail shop and bar

Everwines, a retail shop and bar under Torres China, is one of the leading import wine distributors in China, and it finally opened in Sanlitun.

The brand known for having “wines for everyone” does indeed have a wide collection. It has 300 wines from 60 vineyards and 14 countries.

It has three outlets in Shanghai, and earned a reputation for being the place to try wines from different places.

The new shop is quite spacious, covering 200 square meters with 80 seats, two indoor lounge areas and two terraces. It also has an enomatic wine dispenser with eight wines.

Spanish snacks or ham are available.

Everwines

Where: B1-102, 103, Yishengge (west side of the Village North), 10 Xindong Lu, Chaoyang District

Open: 2 pm – 1 am

Tel: 8442 5008



Everwines' terrace

Photos provided by XJ

Bar Veloce – from New York to Beijing

If you google Bar Veloce, the first several page of results will be the one in New York City, with reviews as one of the top wine bars there.

In June, it opened a new location in Beijing.

Located inside the 1949 Hidden City at Sanlitun, Bar Veloce meets the expectation of young, international professionals' idea of a wine bar. With stylish architecture, it offers a comfortable yet chic ambiance inside.

The management team includes Leon Lee from Apothecary, a successful cocktail bar not far away, and Krishna Hathaway, a certified sommelier who used to work at Aman, Summer Palace. Hathaway knows his way and did the selection.

The wine list is not very long, and is easy to look through and pick from categories of sparkling, white, rose, red and sweet. It also offers small bottles like Chardonnay Vire-Clesse (530 yuan).

If you want to eat something but not to feel full, any of a dozen Panini (starting from 25 yuan) or four kinds of salads (40 to 90



CFP Photo

yuan) are ideal.

Bar Veloce

Where: Inside 1949, 4 Gongti Bei Lu, Chao-yang District

Open: 6586 1006

Tel: 6 pm – 1 am